

WE stand upon Value, and we shall never stand for anything else. Quality considered, we marked these Soft Hats low at \$5 and \$6. We've marked them down to \$4, because we agree with the public that somebody ought to take a fall out of high hat prices. Our \$8.50 and \$10 Soft Hats are down to \$7. Our \$12 and \$14 Soft Hats are down to \$9.50